

iq digital

BLACK WEEK.

ONE WEEK. MAXIMUM VISIBILITY.
YOUR BRAND IN THE SPOTLIGHT OF BLACK WEEK.

BLACK WEEK: MORE DEALS, MORE VISIBILITY!

Secure your place in the shopping fever!

Why only stand out on Black Friday when you can be there all week long?

Millions of shoppers are looking for the best offers - show them exactly where they make their decisions!

We bring your brand into a **strong environment** and realise your vision with smart solutions. From content formats to campaign management - we do it for you!

Whether **newsletters, podcasts, display ads or customised concepts** - we make sure that you are in the right place at the right time.



MILLIONS ON THE HUNT FOR BARGAINS

Be where the buying decision is made. In the leading media in Germany.

BARGAIN HUNTERS!

27.4 m

Frequently buy products on sale.

LOOK OUT!

26.2 m

Always looking for good deals.

ARE INSPIRED!

16.7 m

They base their shopping decisions on products/offers they have seen in advertisements.

Handelsblatt · manager magazin · DER SPIEGEL · Wirtschafts Woche · ZEIT ONLINE · TAGESSPIEGEL

BLACK WEEK DEAL: PLACEMENT AT THE BEST PRICE

Your digital presence in Germany's leading media - at an exclusive Black Week price

40%
Discount

HOMEPAGE ROADBLOCK

Book our Homepage Roadblock from 3 of the 4 media listed below and receive a **40% discount** on the gross price.

The offer is valid for campaigns that run from 1st November to 1st December at the latest and the price is still discountable.

Handelsblatt DER SPIEGEL ZEIT ONLINE TAGESSPIEGEL



* The price is still AG/AE-eligible minus the Black Week special discount (40%). The Homepage Roadblock can also be booked standalone with a 25% standalone surcharge

PODCAST BLACK WEEKS

High reach. Powerful target group. High-quality environments. #valueaudio works!



Book your podcast campaign by **01 November** and receive a **50% discount*** on the Quality Media Channel or network

29 m downloads per month

(ma Podcast February 2025)

72 % of listeners have an HHNE above €3,500

(agma target group analysis Dec. 2024)

CONTEXTUAL TARGETING

Black Week Shoppers

From 1 m Impressions**

Handelsblatt | Harvard Business manager | manager magazin | DER SPIEGEL | Wirtschafts Woche | ZEIT ONLINE | TAGESSPIEGEL | BTC ECHO | Cicero | Spektrum.de

*Valid for all campaigns running from 01 November - 01 December 2025 | Booking subject to current availability | Offer applies to the booking of an AdBundle I Applies only to rotational bookings on a CPM basis, in the network or Quality Media Channel | For all new and existing customers from 2024 & 2025 | Excluding production costs - plus AE (otherwise not eligible for further discount) | Minimum booking volume EUR 7,500 N2

**Irrespective of the booked period

OUR MIX & MATCH BLACKWEEK SPECIAL

High awareness with fixed display placements or maximum topic affinity in the newsletter channel? You design the ideal media package - quite simply with a standardised eCPM.

Display

Homepage Roadblock

Roadblock topics

Rotation in the topic channel*

Rotation in the network*

MORE ABOUT OUR DISPLAY SOLUTIONS

Newsletter

Rotation in the topic channel

Rotation in the network

MORE ABOUT OUR NEWSLETTERN

REQUEST PACKAGE NOW AND RECEIVE YOUR PERSONALISED OFFER!

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Compilation of the package on request | Minimum booking volume € 100,000 AE net | Compilation of the package subject to current availability | To be purchased by 31 December 2024 | Not valid for existing enquiries and bookings

*Basic targeting in the display theme channel and network possible

DAS_UMFELD
IN A NEW DIMENSION

IF YOU HAVE ANY QUESTIONS, PLEASE DO
NOT HESITATE TO CONTACT US AT ANY TIME.

international@iqdigital.de

HERE YOU WILL FIND FURTHER CONTACTS

